

## The Art Of Lobbying

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### The Art Of Lobbying

The Art of Lobbying examines strategies and techniques from the perspective of those who are lobbied—the people who know what resonates and what falls upon deaf ears in congressional offices. A former longtime lobbyist himself, Levine has interviewed more than 40 current or former members of Congress, along with their staffers, to give a thorough review of the relevant academic literature and offer a behind-the-scenes perspective on what constitutes the art of lobbying.

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Lobbying, any attempt by individuals or private interest groups to influence the decisions of government; in its original meaning it referred to efforts to influence the votes of legislators, generally in the lobby outside the legislative chamber. Lobbying in some form is inevitable in any political system. Read More on This Topic

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special interests hire well-connected professional advocates, often lawyers, to argue for specific legislation in decision-making bodies such as the United States Congress. It is a highly controversial phenomenon, often seen in a negative light by journalists and the American public, with some critics describing it as a legal form ...

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Overview. Often the whipping boys of politicians and pundits, lobbyists are the recipients of lampooning stump portrayals and sensationalized news coverage. Little attention is given to how most lobbyists simply do their job or become effective at what they do. Whether it's helping staff draft legislative language, providing members with quality policy and political information, or just being a good listener, lobbyists must build and maintain relationships.

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What Lobbyists Do Lobbying is done by members of the group's or association's staff, a law or lobbying firm that specializes in representing clients before government, or both. In addition to lobbying, firms may offer such services as public relations, research, polling, direct-mail, and grassroots campaigns.

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